

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Sample Size	3016	515	794	541	566	600

QR1. How do you feel about Employment Equity in Canada for each of these groups?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
People with disabilities	12%	9%	14%	14%	15%	8%
Women	10%	6%	12%	13%	14%	3%
Indigenous People	7%	8%	11%	7%	5%	1%
Visible minorities	6%	6%	10%	6%	7%	1%
All of them	49%	84%	64%	53%	36%	12%
None of them, these shouldn't be considered	30%	3%	11%	22%	37%	79%
Net: Any	70%	97%	89%	78%	63%	21%

QR3. Do you ever feel discriminated against based on your race or ethnicity?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Yes, often	10%	7%	10%	7%	7%	15%
Yes, sometimes	28%	24%	25%	27%	29%	35%
No, not really	62%	69%	65%	65%	64%	50%
Net: Yes	38%	31%	35%	35%	36%	50%

QR4. Which of the following terms would you use to describe yourself to others when talking about your own demography/ background.

Sample Size - Visible minority	727	132	212	135	139	110
	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Visible Minority	36%	39%	43%	41%	30%	18%
Racialized person	6%	8%	8%	5%	4%	2%
"Hyphenated" i.e. "Chinese-Canadian", etc.	15%	20%	16%	19%	12%	7%
BIPOC	6%	16%	5%	5%	2%	
I wouldn't use any of these	37%	17%	28%	29%	52%	72%

QR5. Thinking about the past few generations, do you think we have made progress in reducing racism in Canada?

Sample Size	3016	515	794	541	566	600
	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Significant progress	28%	15%	23%	24%	34%	44%
A bit of progress	45%	66%	57%	50%	35%	17%
No progress, it's about the same	12%	10%	10%	15%	15%	11%
It's worse now than it was before	10%	6%	7%	7%	10%	20%
Not sure	5%	2%	3%	5%	6%	9%
Top2box	73%	81%	80%	73%	69%	61%
Bottom2box	22%	16%	16%	22%	25%	31%

QR6. [Acceptable summary] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
A white person wearing their hair in cornrows	72%	42%	73%	77%	79%	86%
A light skinned person wearing blackface or brownface	18%	6%	18%	20%	19%	25%
A non-Japanese person having a Japanese character tattooed on their body	82%	65%	81%	85%	87%	91%
A non-Indigenous artist creating and selling Indigenous inspired artwork	54%	19%	50%	56%	63%	79%
Wearing an outfit associated with another ethnicity or race on Halloween	50%	17%	39%	50%	63%	81%
A non-Indian person wearing a sari to a wedding celebrated in Indian style	74%	69%	75%	73%	74%	80%
A non-Mexican person opening a restaurant which primarily serves Mexican cuisine	85%	65%	87%	88%	88%	95%

QR6. [Unacceptable summary] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
A white person wearing their hair in cornrows	17%	44%	16%	12%	10%	6%
A light skinned person wearing blackface or brownface	75%	92%	77%	72%	70%	65%
A non-Japanese person having a Japanese character tattooed on their body	9%	21%	10%	7%	5%	5%
A non-Indigenous artist creating and selling Indigenous inspired artwork	37%	73%	42%	35%	27%	14%
Wearing an outfit associated with another ethnicity or race on Halloween	42%	78%	52%	40%	28%	14%
A non-Indian person wearing a sari to a wedding celebrated in Indian style	13%	15%	12%	16%	13%	9%
A non-Mexican person opening a restaurant which primarily serves Mexican cuisine	8%	20%	8%	7%	6%	3%

QR6. [A white person wearing their hair in cornrows] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	49%	19%	43%	52%	56%	73%
Mostly acceptable	23%	23%	31%	26%	23%	13%
Mostly unacceptable	12%	33%	11%	8%	7%	3%
Totally unacceptable	5%	12%	5%	4%	3%	3%
Not sure/Can't say	11%	14%	11%	11%	11%	8%
Net: Acceptable	72%	42%	73%	77%	79%	86%
Net: Unacceptable	17%	44%	16%	12%	10%	6%

QR6. [A light skinned person wearing blackface or brownface] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	10%	3%	9%	8%	11%	17%
Mostly acceptable	8%	2%	9%	12%	8%	9%
Mostly unacceptable	20%	7%	19%	25%	25%	24%
Totally unacceptable	54%	85%	57%	47%	45%	41%
Not sure/Can't say	7%	2%	5%	8%	11%	9%
Net: Acceptable	18%	6%	18%	20%	19%	25%
Net: Unacceptable	75%	92%	77%	72%	70%	65%

QR6. [A non-Japanese person having a Japanese character tattooed on their body] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	51%	22%	47%	52%	57%	74%
Mostly acceptable	31%	43%	34%	33%	30%	17%
Mostly unacceptable	8%	17%	8%	7%	4%	3%
Totally unacceptable	2%	4%	1%	1%	1%	2%
Not sure/Can't say	9%	14%	10%	8%	8%	5%
Net: Acceptable	82%	65%	81%	85%	87%	91%
Net: Unacceptable	9%	21%	10%	7%	5%	5%

QR6. [A non-Indigenous artist creating and selling Indigenous inspired artwork] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	29%	6%	19%	27%	35%	57%
Mostly acceptable	25%	13%	31%	29%	28%	22%
Mostly unacceptable	21%	27%	22%	25%	19%	10%
Totally unacceptable	17%	46%	20%	10%	8%	4%
Not sure/Can't say	8%	8%	8%	8%	10%	6%
Net: Acceptable	54%	19%	50%	56%	63%	79%
Net: Unacceptable	37%	73%	42%	35%	27%	14%

QR6. [Wearing an outfit associated with another ethnicity or race on Halloween] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	27%	5%	15%	23%	32%	57%
Mostly acceptable	24%	13%	24%	27%	31%	24%
Mostly unacceptable	21%	24%	29%	25%	16%	9%
Totally unacceptable	21%	53%	23%	14%	12%	5%
Not sure/Can't say	8%	5%	9%	10%	9%	5%
Net: Acceptable	50%	17%	39%	50%	63%	81%
Net: Unacceptable	42%	78%	52%	40%	28%	14%

QR6. [A non-Indian person wearing a sari to a wedding celebrated in Indian style] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	43%	32%	38%	40%	43%	62%
Mostly acceptable	31%	37%	36%	32%	31%	18%
Mostly unacceptable	9%	11%	9%	12%	8%	5%
Totally unacceptable	4%	4%	3%	3%	5%	4%
Not sure/Can't say	13%	16%	13%	12%	13%	11%
Net: Acceptable	74%	69%	75%	73%	74%	80%
Net: Unacceptable	13%	15%	12%	16%	13%	9%

QR6. [A non-Mexican person opening a restaurant which primarily serves Mexican cuisine] For each of the following, tell us whether you personally feel each is acceptable or unacceptable?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Totally acceptable	53%	26%	46%	55%	59%	78%
Mostly acceptable	32%	39%	40%	33%	29%	17%
Mostly unacceptable	7%	17%	6%	5%	5%	2%
Totally unacceptable	2%	3%	1%	1%	1%	1%
Not sure/Can't say	6%	15%	6%	5%	5%	2%
Net: Acceptable	85%	65%	87%	88%	88%	95%
Net: Unacceptable	8%	20%	8%	7%	6%	3%

QR7. Do you think any of the following are sources of "privilege"?

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Being thought of as attractive	58%	78%	63%	53%	52%	42%
Being white	51%	91%	68%	49%	36%	12%
Being a man	45%	85%	59%	39%	34%	11%
Being born in Canada	42%	67%	50%	40%	35%	19%
Being Indigenous	14%	2%	8%	14%	17%	31%
Being a woman	13%	4%	8%	13%	17%	23%
Being Black	10%	1%	4%	11%	11%	22%
Being Asian	6%	4%	5%	6%	7%	11%
None of these	19%	4%	12%	21%	23%	36%
Net: Any	81%	96%	88%	79%	77%	64%

Indigenous/ Visible minority

	Total	Canadian Culture Mindsets				
		Zealous Activists	Quiet Accommodators	Conflicted Middle	Frustrated Skeptics	Defiant Objectors
Indigenous	6%	7%	6%	6%	4%	6%
Visible Minority (excl. indigenous)	22%	23%	25%	23%	22%	16%
Non-Indigenous or Minority	72%	71%	69%	71%	74%	78%